## **NEWS**

## From the County of San Bernardino Josie Gonzales Fifth District

http://www.sbcounty.gov/gonzales

MAY 5, 2014



JGFDS-PR-311 SUPERVISOR PLEDGES A DOLLAR PER FACEBOOK PAGE 'LIKE'
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## FOR IMMEDIATE RELEASE

County Supervisor pledges \$1 per Facebook page 'Like' to Give BIG San Bernardino County

SAN BERNARDINO – In commemoration of Give BIG San Bernardino County, Fifth District Supervisor Josie Gonzales will donate one dollar to the online nonprofit fundraiser for every Facebook page 'Like' she receives until the end of May 8.

The money raised from the 'Like' campaign will go to the nonprofit organization that finishes with the most individual donors during the May 8 Give BIG San Bernardino County nonprofit fundraiser. As of May 5, the Supervisor Gonzales Facebook page has raised over \$200 during the last 48 hours.

"Our nonprofits make life-saving differences on a daily basis and Give BIG San Bernardino County is an opportunity for all of us to give back and show our support. I wanted to use this personal pledge to make it as easy as possible for each of us to give our little bit to the community we all share. All it takes is just one click."

Page 'Likes' are being counted now, 'Like' at www.facebook.com/supervisorgonzales.

Give BIG is a 24-hour online giving day. It is a web-based "web-a-thon" that provides a cohesive and collective opportunity for nonprofits to:

- Raise funds to address the needs in the local community,
- Build the fundraising and social media skills of participating nonprofits,
- Engage new and younger donors to give to their charity of choice, and
- Build civic engagement and the power of philanthropic giving in the community using new and innovative technology channels.

The event uses a new growing trend of 24-hour online giving days, existing social media, and superior web-based fundraising technology. It introduces philanthropy to the community in a fresh way, gains the attention of people who had never given before, and builds the capacity of nonprofits; allowing them to integrate innovative communication and fundraising tools into their core operating structures. To donate, visit www.GiveBIGsbcounty.org